



California Likely Voter Survey
May 15th – 18th, 2017



CALBIKE
CALIFORNIA BICYCLE COALITION



David Binder Research

Methodology

- David Binder Research conducted 600 telephone interviews from May 15th – 18th, 2017.
 - Conducted with 353 home phones (59%) and 247 cell phones (41%).
- Interviews were conducted with registered voters in California, who voted in November 2016 or voted in 11/12 and 11/14 or registered since November 2016.
- The margin of sampling error is $\pm 4.0\%$ at the 95% confidence level.
 - Margin of error is higher for segments of the overall electorate, such as party registration or ethnicity.



Transit and Bicycling
Statements



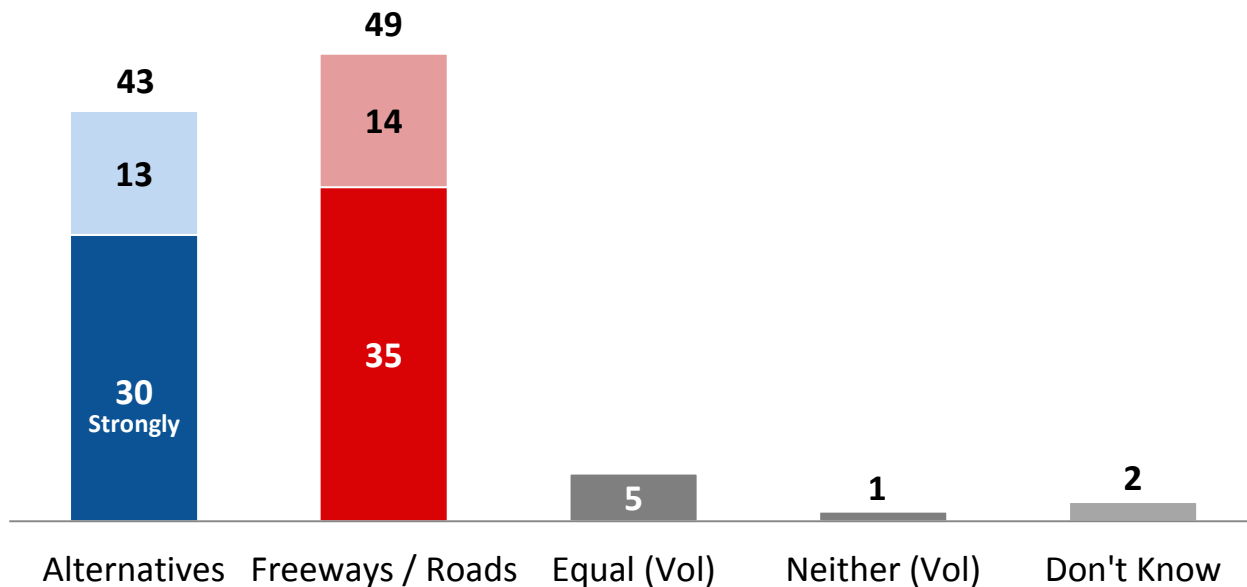
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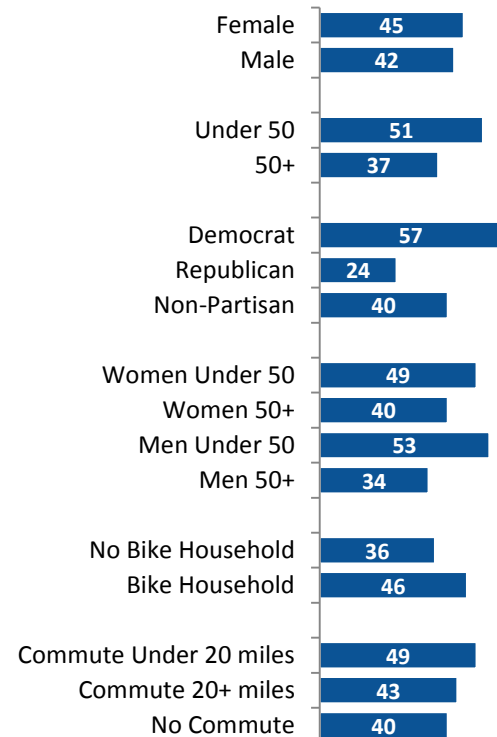
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Voters give slight priority to improving freeways over prioritizing alternatives to driving. Democrats, younger voters, and those with shorter commutes prioritize alternatives more.

Alternatives to driving such as public transportation and making it easier to walk and bike to places. OR
Improving and widening freeways and roads

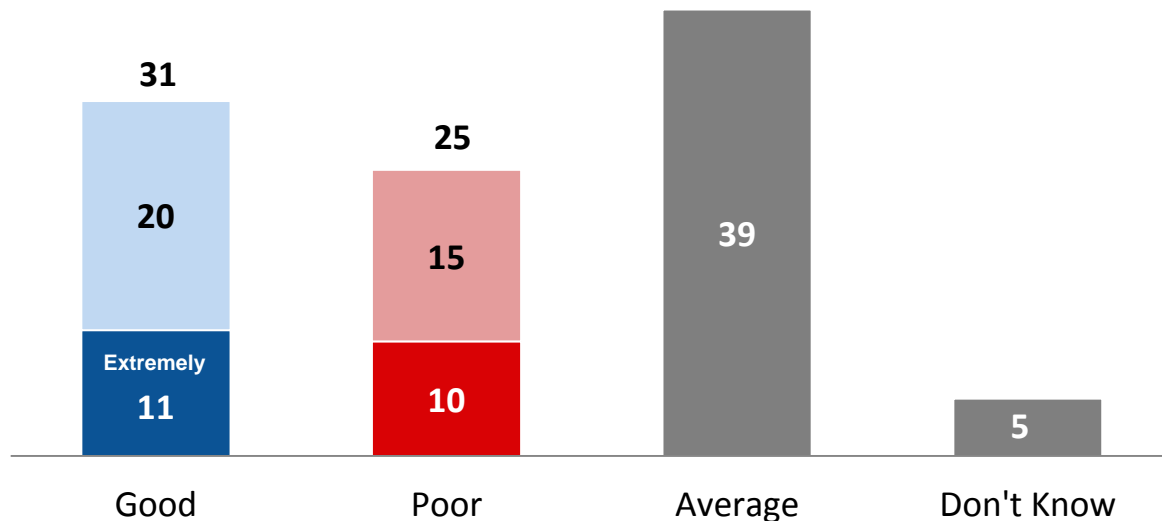


Alternatives to Driving

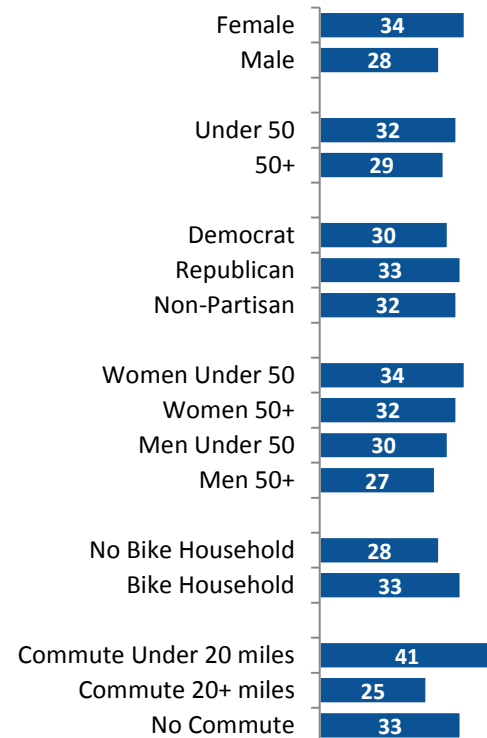


A plurality say that bicycling in their town is “average”. Only slight edge to those saying good than those saying poor.

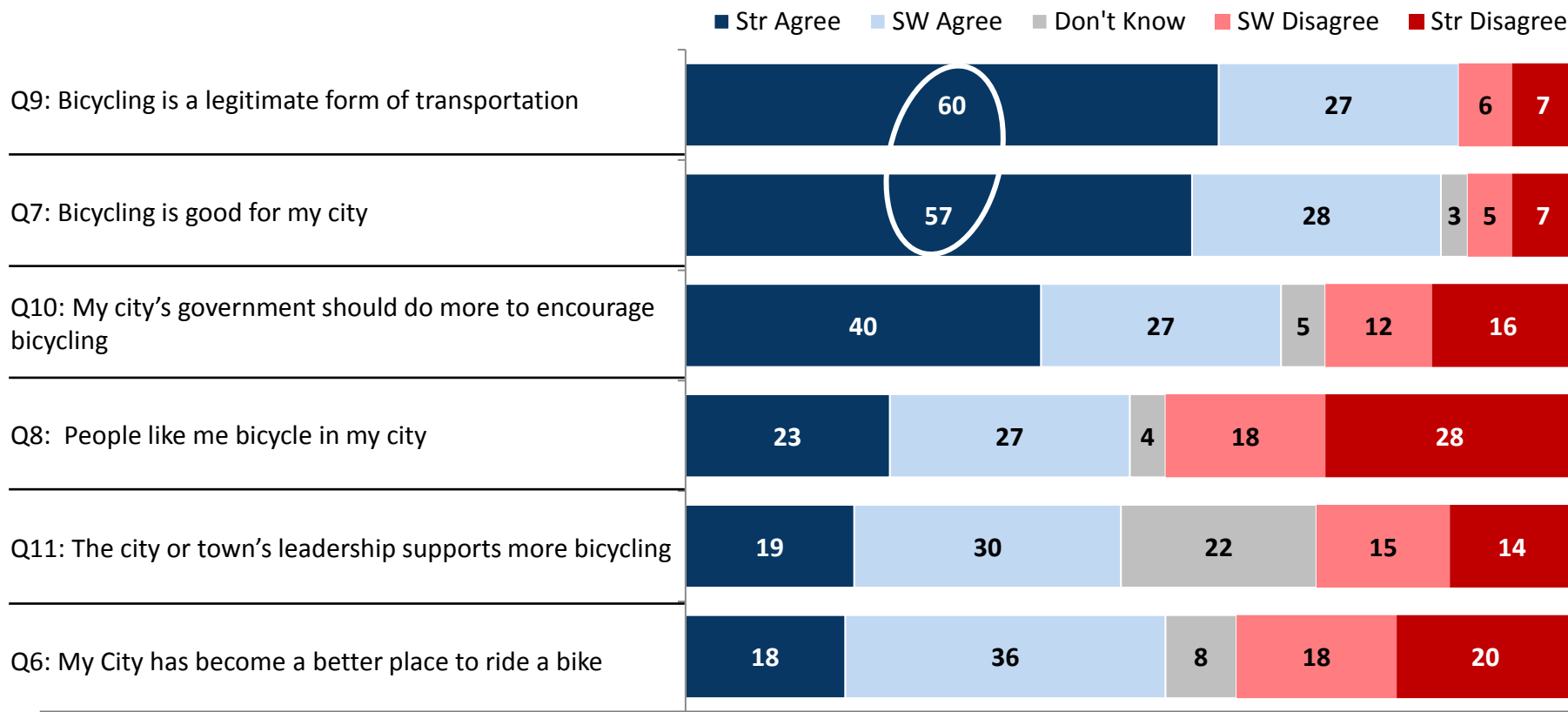
Bicycling in your town...



Bicycling in your town is GOOD...



Majority of voters strongly agree that bicycling is legitimate and good for their city. There is division on leadership supporting cycling and that the city has become a better place to ride.





Complete Streets Policy



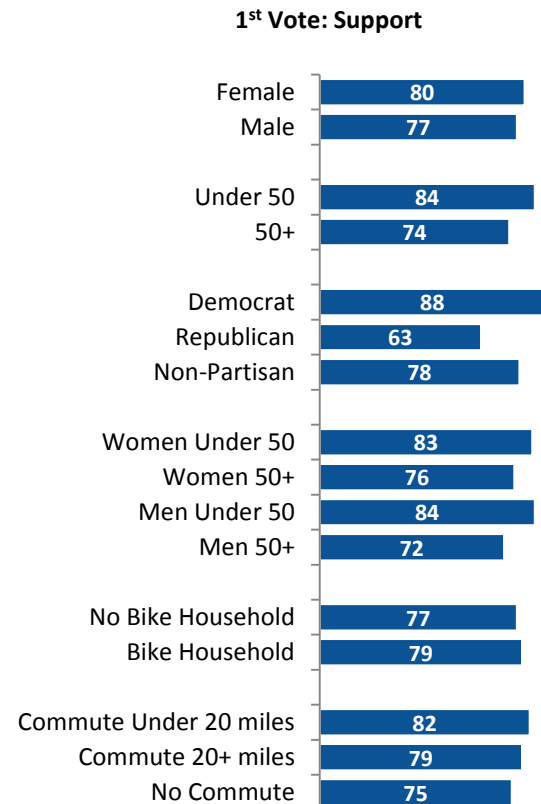
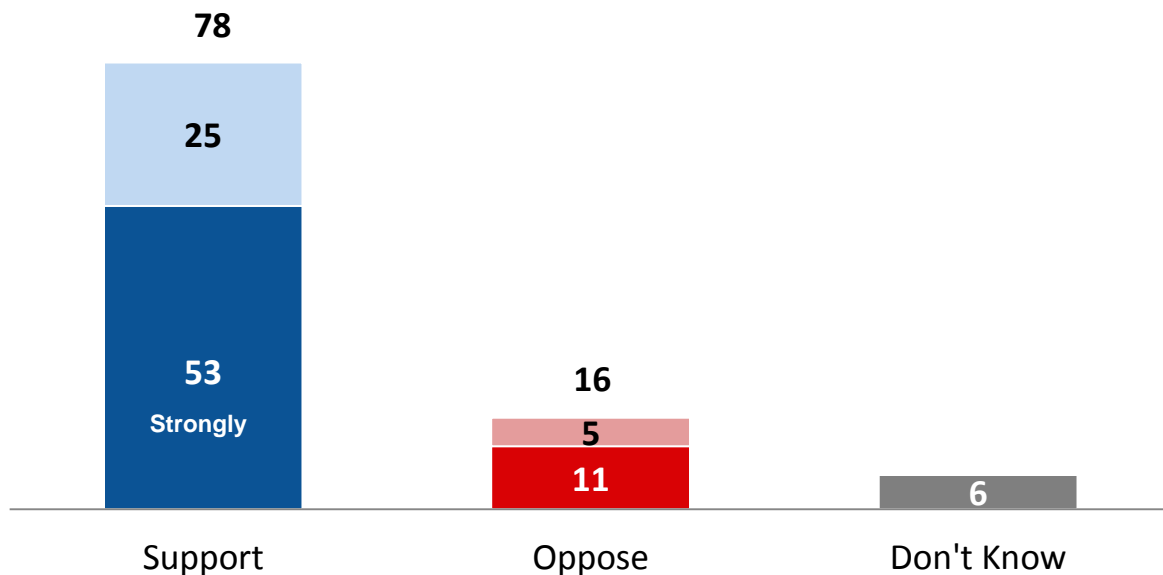
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A majority strongly support the Complete Streets policy, with 8 in 10 supporting overall. There is consistent support across major subgroups.

Complete Streets is a policy that would change the way that state and local transportation departments build streets and roads. Instead of designing just for cars and trucks, they would design and build streets that are safe for all users – which would mean more sidewalks, better crosswalks, and protected bike lanes.



The top argument overall focuses on giving children safer routes to walk or bike to school and parks, with this argument exceeding the 40% *very* convincing threshold.

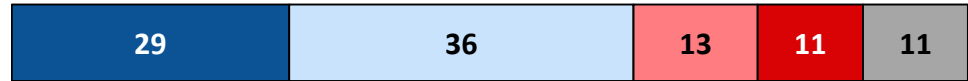
Convincingness of Supporter Statements

■ Very ■ Somewhat ■ Not Very ■ Not At All ■ False/ PNTS

[CHILDREN] The Complete Streets policy will help give children safer routes to walk or bike to school and to parks.



[HEALTH] The Complete Streets policy will help improve public health because more people will walk and bike. This will reduce health care costs associated with chronic diseases like heart disease and diabetes.



[TRAFFIC] The Complete Streets policy will make biking and walking safer and more appealing to people of all ages, resulting in many fewer trips by automobile for work, shopping and entertainment. This will mean less traffic on the roads for everyone.



[GOVERNMENT ACCOUNTABILITY] A Complete Streets policy increases accountability for our local and state transportation departments for how they spend our taxpayer dollars, by requiring them to maintain and improve our streets more cost-effectively.



[SAFETY] The Complete Streets policy will result in fewer crashes, injuries, and fatalities for all road users.



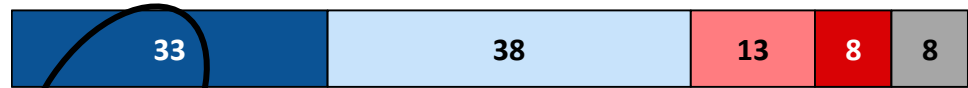
Adding the explanation about local job creation is much more convincing to voters.
The difference in adding “moderate” on affordability has less of an impact.

Convincingness of Split Statements

■ Very ■ Somewhat ■ Not Very ■ Not At All ■ False/ PNTS

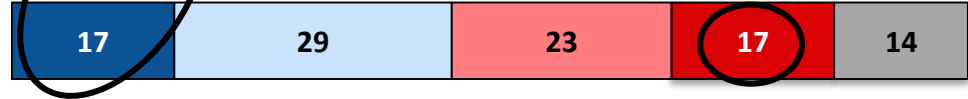
[JOBS, WITH JUSTIFICATION]

SPLIT B: The Complete Streets policy will lead to more jobs at small local neighborhood businesses. Studies show that when streets are attractive and safe for biking and walking, local businesses have more sales.



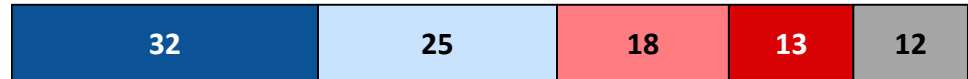
[JOBS, CLEAN]

SPLIT A: The Complete Streets policy will lead to more jobs at small local neighborhood businesses.



[AFFORDABILITY, LOW-INCOME ONLY]

SPLIT A: The Complete Streets policy will help low-income residents save money by giving them more affordable transportation options.



[AFFORDABILITY, LOW AND MODERATE INCOME]

SPLIT B: The Complete Streets policy will help moderate and low-income residents save money by giving them more affordable transportation options.



Across party registration, and for both White and Latino voters, the argument focusing on children is strongest.

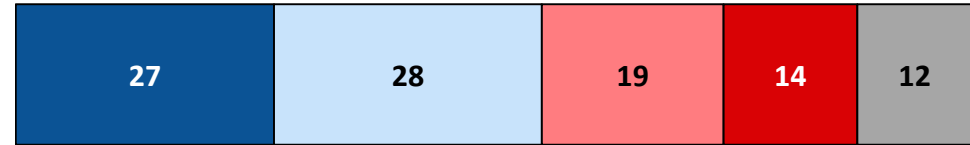
% Very Convincing	Q16 Children	Q14 split Jobs With Info	Q17 split Affordability Low- Income	Q18 split Affordability Low+ Mod	Q19 Health	Q20 Traffic	Q21 Gov't Account-ability	Q15 Safety	Q13 split Jobs Clean
Total	45	33	32	31	29	27	23	23	17
Dems	51	39	39	40	37	30	27	26	20
Reps	32	22	19	16	21	18	15	18	8
NPP	48	31	34	31	24	27	24	23	21
White	44	33	31	27	31	24	21	22	15
Latino	52	40	38	41	29	34	29	25	26

No argument against is particularly strong, with the strongest focusing on the cost to taxpayers. Many don't believe the policy will increase traffic.

% Convincingness

■ Very ■ Somewhat ■ Not Very ■ Not At All ■ False/ PNTS

Q22: A Complete Streets policy will require improvements to bike lanes and pedestrian access on every transportation project in the state, costing taxpayers millions...



Q24: A Complete Streets policy is excessive, and a one-size-fits all policy for the entire state that doesn't make sense. Even rural counties would be expected to build bike lanes on every stretch of road...



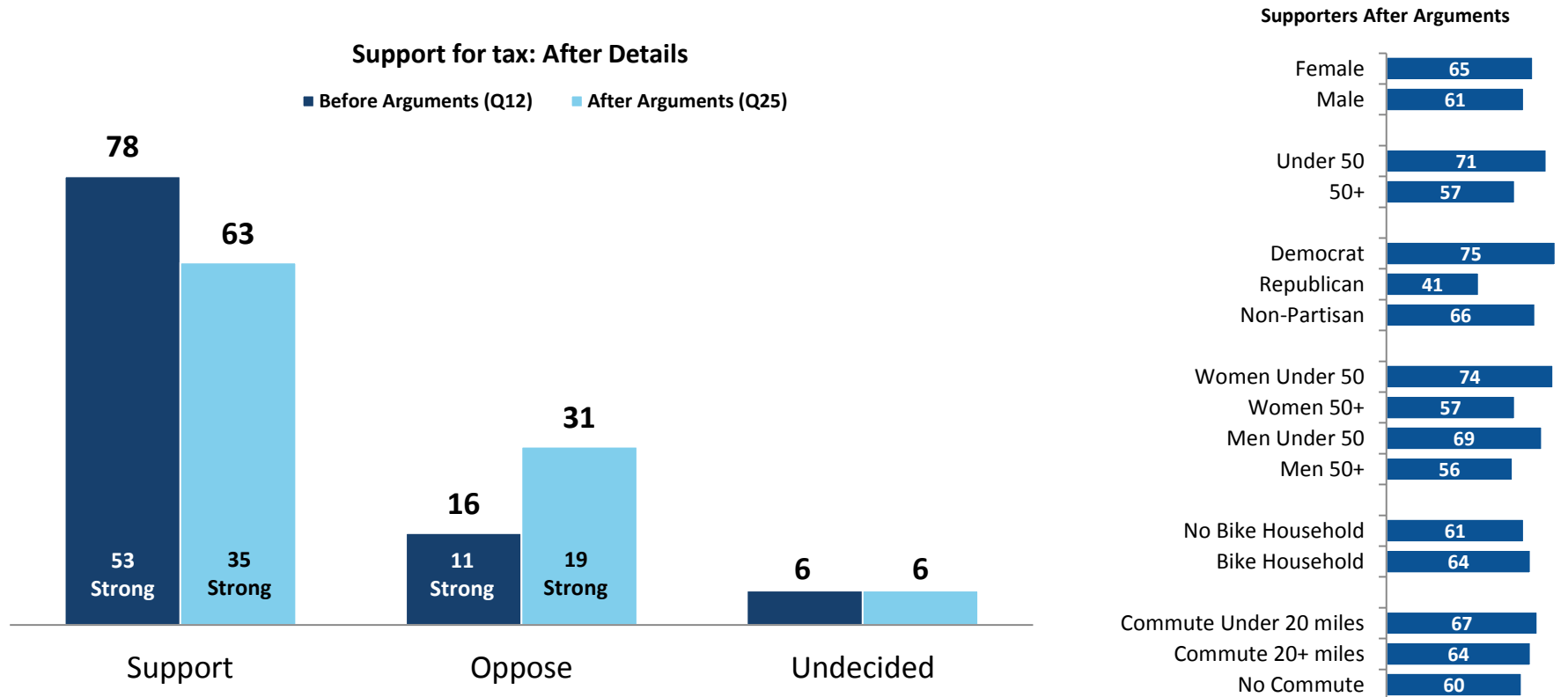
Q23: A Complete Streets policy will increase traffic congestion by mandating that traffic lanes be considered for removal and replaced by bike lanes, even in areas where cyclists and pedestrians rarely travel, such as highway on-ramps and off-ramps...



Republicans are much more likely to find the arguments in opposition to be very convincing.

% Very Convincing to Oppose	Q24 Excessive	Q22 Cost	Q23 Traffic
Total	27	25	20
Dems	19	17	15
Reps	44	37	31
NPP	22	25	17
White	29	24	18
Latino	20	23	18

After hearing arguments on both sides, support drops (-15%) but three-in-five (63%) still support the Complete Streets policy.



There is a drop in support across sub-groups, with larger drop among Republicans than Democrats or those with No Party Preference.

	Support: Vote 1	Support: Vote 2	Drop in Support
All Voters	78%	63%	-15%
Female	80	65	-15
Male	77	61	-16
Under 50	84	71	-13
50+	74	57	-17
Women Under 50	83	74	-9
Women 50+	76	57	-19
Men Under 50	84	69	-15
Men 50+	72	56	-16

	Support: Vote 1	Support: Vote 2	Drop in Support
Democrat	88	75	-13
Republican	63	41	-22
No Party Pref	78	66	-12
No Bike House	77	61	-16
Bike Household	79	64	-15
Commute <20 Miles	82	67	-15
Commute 20+ Miles	79	64	-15
No Commute	75	60	-15

Among those moving to oppose, the arguments in opposition are much more convincing than those in support.

% Very Convincing to Support	Q16 Children	Q14 split Jobs With Info	Q17 split Affordability Low- Income	Q18 split Affordability Low+ Mod	Q19 Health	Q20 Traffic	Q21 Gov't Account-ability	Q15 Safety	Q13 split Jobs Clean
Total	45	33	32	31	29	27	23	23	17
Move to Oppose	22	13	15	6	11	11	10	9	2

% Very Convincing to Oppose	Q24 Excessive	Q22 Cost	Q23 Traffic
Total	27	25	20
Move to Oppose	40	34	27

There is consistent support among 61% of voters, meaning they support the policy on both asks. Persuadable voters are numerous, across most key subgroups.

	Solid Support	Solid Oppose	Persuadable
All Voters	61%	14%	25%
Female	61	13	26
Male	60	16	24
Under 50	70	10	20
50+	54	18	28
Women Under 50	71	10	19
Women 50+	54	15	31
Men Under 50	69	10	21
Men 50+	53	21	26

	Solid Support	Solid Oppose	Persuadable
Democrat	73	8	19
Republican	39	27	34
Non-Partisan	61	12	27
No Bike House	57	14	29
Bike Household	62	15	23
Commute Under 20 Miles	65	11	24
Commute 20+ Miles	63	15	22
No Commute	56	17	27



Transit Usage



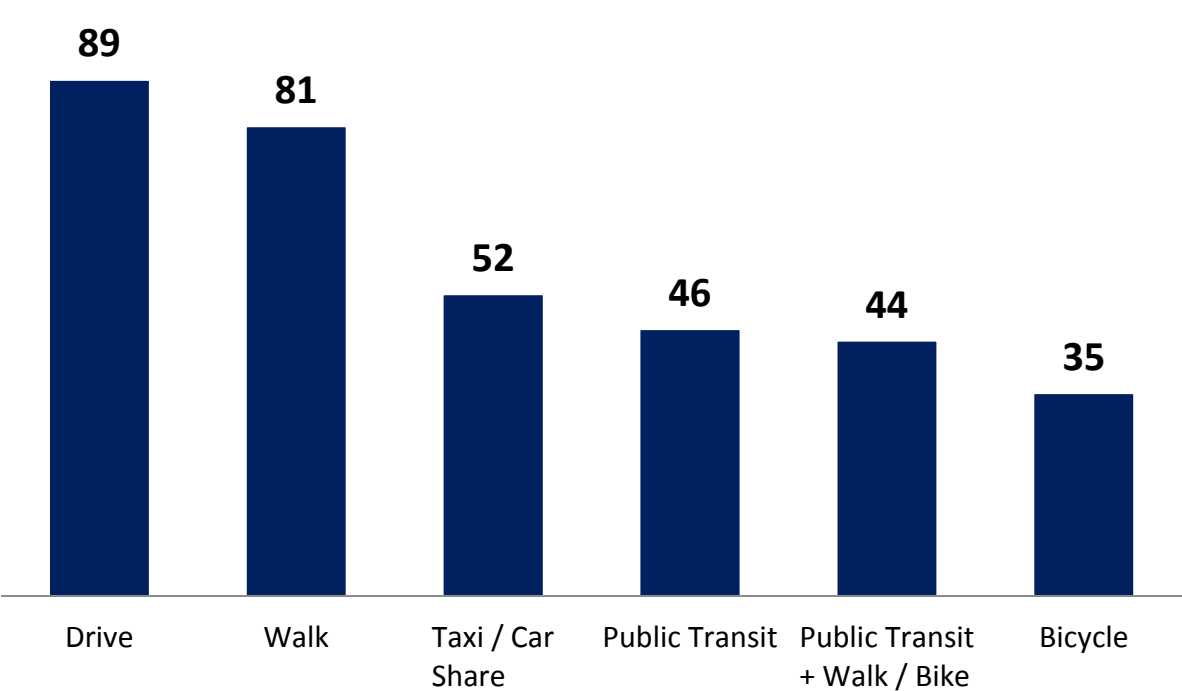
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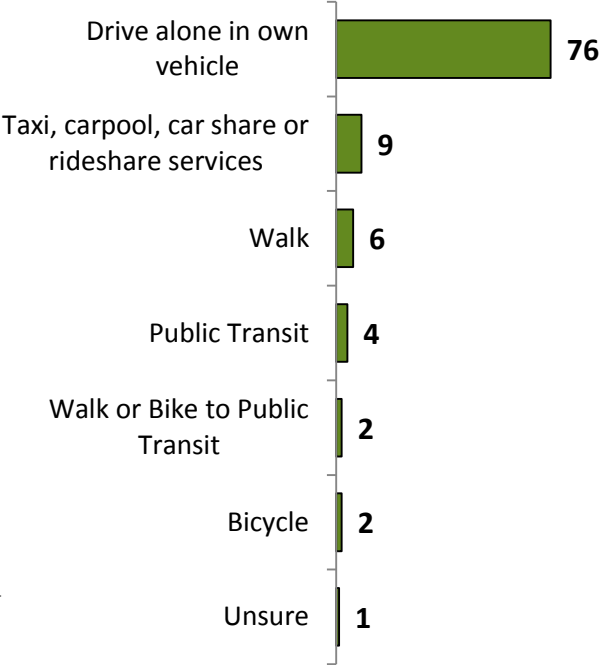
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While a variety of methods of travel are utilized, driving is the primary travel method for three-fourths of voters. About 10% have not driven over the past 12 months.

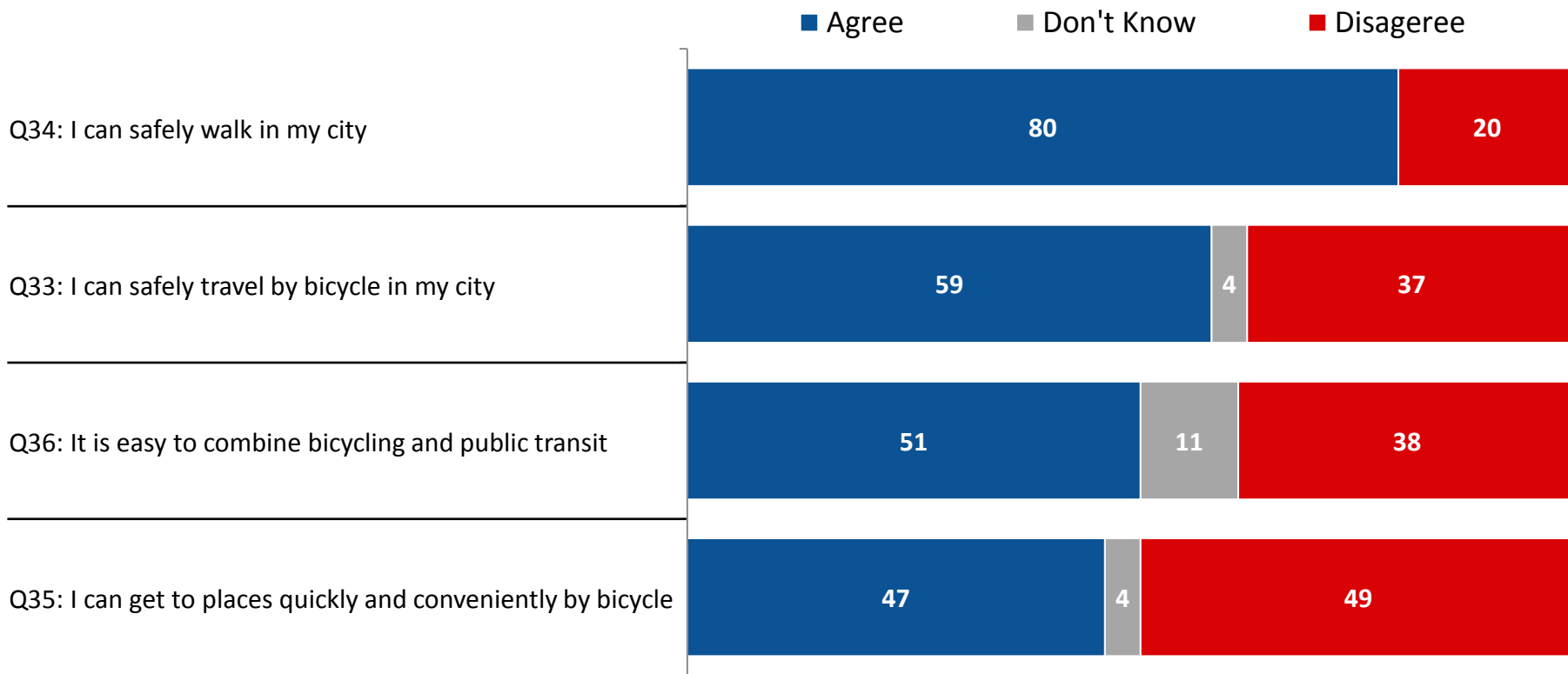
% YES Over Past 12 Months



Primary Travel Method



Four-in-five say they can walk safely in their city, whereas three-in-five say they can bike safely in their city.



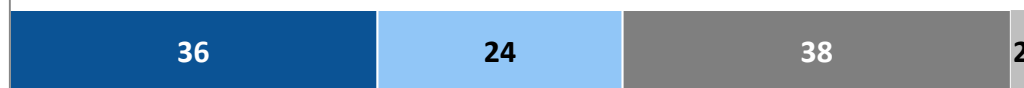
Distance of travel, safety, and convenience are the biggest barriers to bike ridership.

■ Much More Likely ■ Somewhat More Likely ■ Makes No Difference ■ Don't Know

Q39: If places I needed to go were not as far.



Q37: Feeling less threatened by cars while biking



Q38: More bike lanes along my route



Q40: Able to take my bike on transit at all times



Q41: Feeling less worried about my bike getting stolen



Q42: If it were easy to pedal because the bike had an electric motor that did some of the work

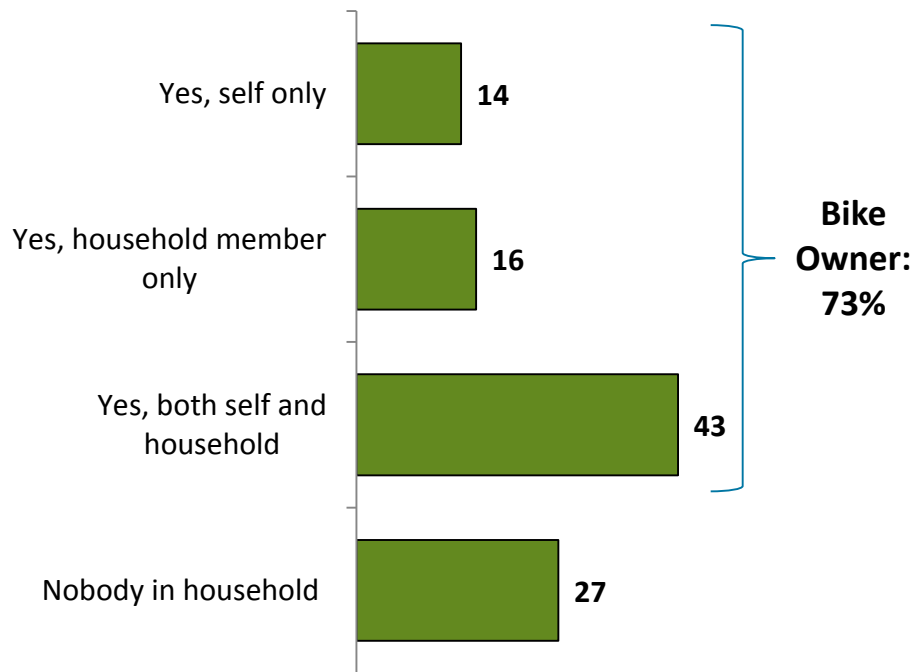


Q43: Feeling less worried that the police will pull me over

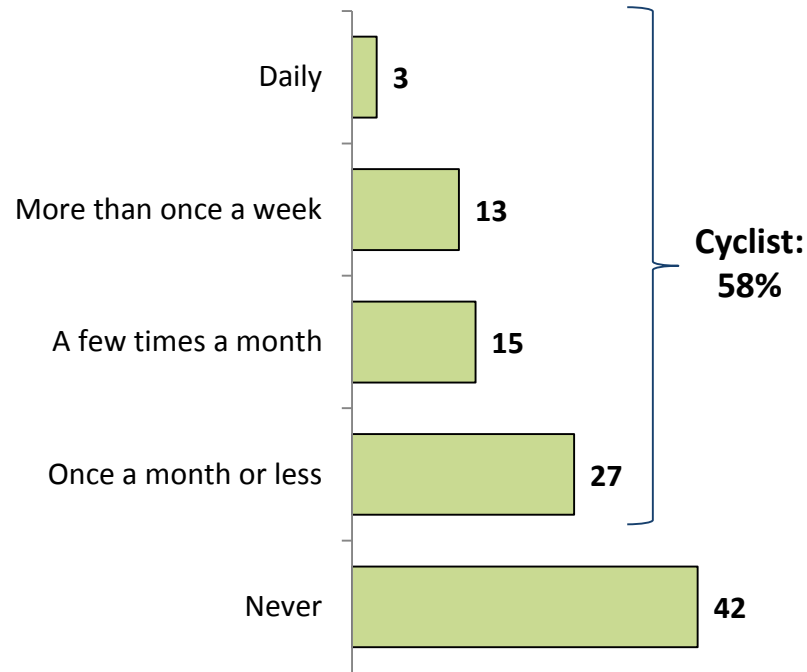


More than half bike at least infrequently, with 16% biking daily or more than once a week. Half own a bike, with an additional 16% living with a bike owner.

Bicycle Ownership



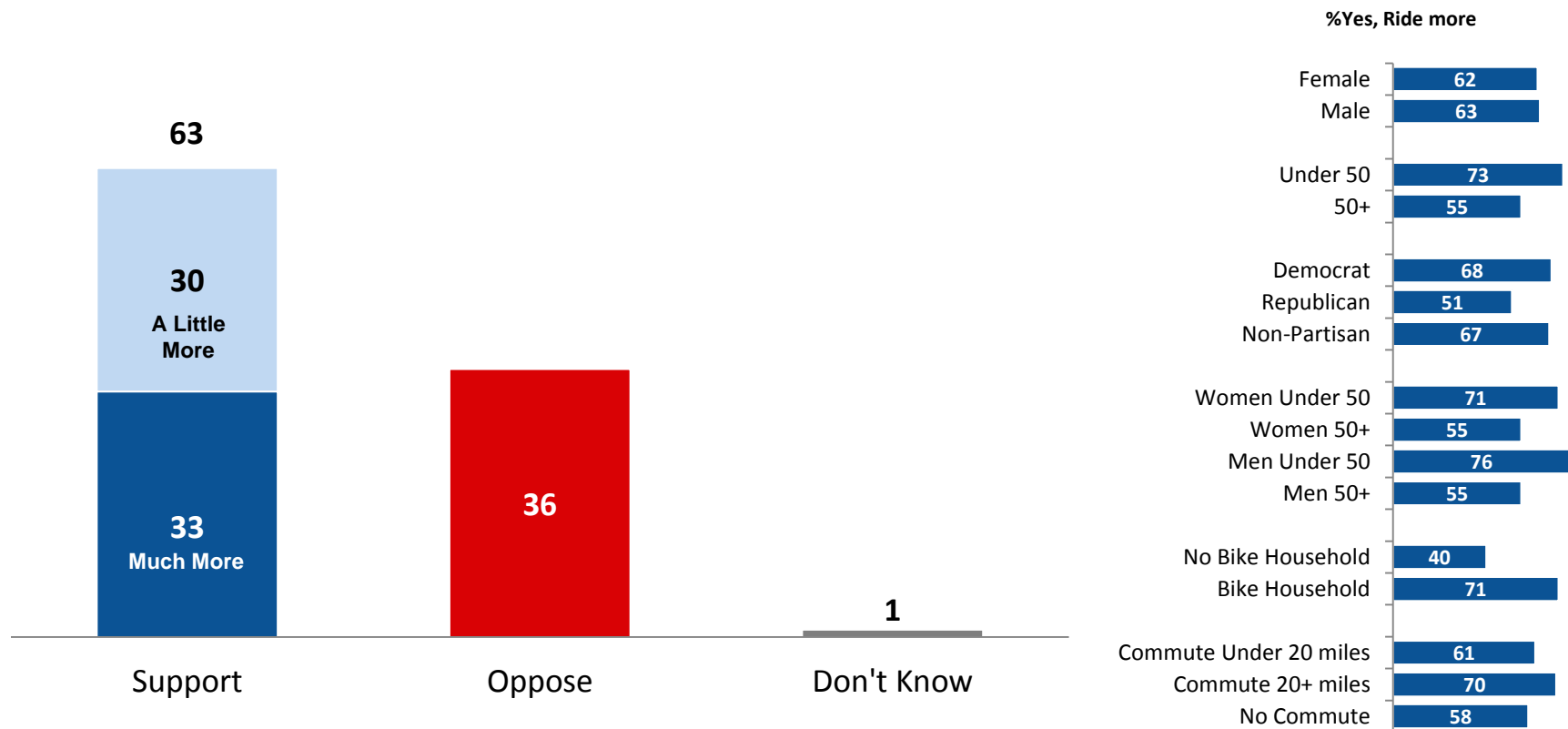
Frequency of Bicycle Riding



Men and women under 50 are more likely to ride, though men more than women. Those with longer commutes are more likely to bike at least occasionally.

Bicycle Riding Frequency	Weekly or More	Monthly or Less	% Total Cyclist	Never / Unsure
Total	16%	42%	58%	42%
Women	13	42	55	45
Men	20	42	62	38
Under 50	20	48	68	32
50+	13	37	51	49
Women Under 50	17	46	63	37
Women 50+	10	38	48	52
Men Under 50	23	49	72	28
Men 50+	17	37	54	46
Commute Under 20 Miles	18	37	55	45
Commute 20+ Miles	18	49	67	33
No Commute	14	39	53	47

Nearly two-thirds would like to ride a bike more than they do now, led by younger voters, households with bikes, and those with longer commutes.





Transit Usage



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Key Findings

- There is strong initial support (78%, support) for the Complete Streets policy with a majority (53%) indicating “strong support”.
 - There is strong support across sub-groups, even among older voters (74%) and Republicans (63%).

- There is mixed opinion on what should be a higher priority for the use of transportation dollars, but about half of respondents (49%) prefer improving and widening freeways and roads, compared to 43% for alternatives to driving such as public transit and making it easier to walk or bike to places.
 - Democrats (57%, alternatives), younger voters (51%), and those with shorter commutes (49%) are more likely to support alternatives.

Key Findings

- There are strong messages in support of a Complete Streets policy.
 - Providing safer routes for kids was the most convincing argument, followed by providing more affordable transportation options for low and moderate income residents.
 - The strongest messages in opposition emphasize the cost to taxpayers and the one-size-fits all approach of the policy.

- While the opposing arguments are not as convincing as supporting arguments, support drops (-15%) after hearing arguments on both sides of the issue.
 - There is a drop in support across various sub-groups, particularly among Republicans (-22%) and older voters (-17%).
 - However, three-in-five (63%) still support the Complete Streets policy after hearing arguments.

Key Findings

- Two-in-five (39%) say that bicycling in their town is “average”, with one-third (31%) saying it’s “good” and one-fourth (25%) saying it’s “bad”.
- Bicycling is viewed as a positive.
 - There is strong agreement that bicycling is a legitimate form of transportation (87%, support) and is good for my city (85%).
 - Two-thirds (67%) agree that their city government should do more to encourage bicycling.
- Four-in-five (80%) say they can safely walk in their city, whereas three-in-five (59%) say they can bike safely in their city.
 - However, voters are more mixed on whether it’s easy to combine bicycling and public transit and whether it’s convenient and quick to get to places by bicycle.